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Fall 2015

## BA 6097

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*University of New Orleans*

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UNIVERSITY of  
NEW ORLEANS

**BA 6097.981: International Business**  
**Department of Management and Marketing**  
**College of Business Administration, University of New Orleans**

**COURSE SYLLABUS: FALL 2015**

<b>Instructor:</b>	<b>Dinah Payne</b>	<b>Office:</b>	<b>KH 359B</b>
<b>E-mail:</b>	<b>dmpayne@uno.edu</b>	<b>Phone:</b>	<b>504.280.6961</b>
<b>Class Meetings:</b>	<b>BA 6097.981, S 8:00-6:00</b>	<b>Location:</b>	<b>KH AT&amp;T Rm</b>

**Office Hours:** Before and after class and by appointment; your BEST opportunity to see me when it is convenient for you will be to make an appointment: that way, either you can be sure I will be there or I can let you know that I can't be there.

**Welcome!**

I am so happy to have you all in class: working with students is my chief professional joy! The best thing about this class is that we can engage in wide-ranging discussion of other cultures: it is really interesting to note how and why different cultures view and do things. Note that I encourage your professionally/sensibly/sensitively expressed questions and comments/opinions: they make the lectures far livelier and add practical insight to the materials being presented.

I also want you to make the most out of your educational experience. Thus, I would be HAPPY to talk with you at any time during the semester if you are having any kind of difficulty, either with this course (i.e., your grades, the attendance policy, or comprehension of material presented) or with your academic career.

**University Course Catalog Description**

For similar course: Primary attention will be focused on the comparative study of the practice of management in selected countries under different environmental conditions. The economic, legal, political, social, and cultural differences and the effects of these differences upon business objectives, plans, organization, and operation will be examined.

**Course Overview**

This course is designed to help you learn about the international business environment. In it, we review basic definitions related to international business, as well as reviewing a number of theories on various elements of international organizational behavior and international strategy. We examine the practical application of these theories via the development of an international business plan to bring a product or

service into another country. Information on this project is presented in a subsequent section of this syllabus.

### **Course Objectives: Student Learning Outcomes**

The objectives of this course are to help you learn and understand the technical principles and terms related to each area of the international management environments of business we study and to be able to apply them to specific situations, thus enhancing critical thinking abilities.

- By the end of this course, you should understand how international managerial frameworks on ethics, motivation, leadership and strategy, *inter alia*, can help you determine what the managerially sound and morally right answer to an international business dilemma is with regard to the specific topics we discuss as well as with any internationally-related problem you might encounter.
- This class gives you the tools necessary to build ethical standards and make ethical decisions that are morally defensible, particularly as they relate to doing international business.
- You should also have a better understanding of how domestic and global business units relate to each other and how domestic and global business and society are interrelated.
- Finally, a critical mass of basic understanding of international managerial principle should enable the student to use knowledge in one area of the domestic or global environment to understand other, related areas.

### **Course Credits**

This is a three-hour credit course.

### **Required Materials**

The text for this course is the Powerpoint Booklet BA 6097 Fall 2015. It would benefit you greatly to read the materials BEFORE class: it aids significantly in understanding and retention of materials to be familiar with the material before the lectures. It has been found that students who not only read the information before class, but that those who “manipulate” their notes immediately after class retain the information much better than those who do not.

If you would like another textbook to augment these materials, please let me know: I have a number of them that I would be happy to lend to you, if you will promise not to write in it and to return it to me at the end of the semester so that I can lend it out again in the future.

Payne, D. 2015. Fall. International Management.

### **Basis for Final Grade**

*Exam:* There will be one multiple choice & true/false quiz, 30 minutes long; it will cover the materials on Chapters 1-7 and will be given on **Sunday morning, Aug. 16<sup>th</sup>**. It is worth 25 points.

*Project:* There will also be a research paper required of each group. This project is worth 100 points and is **due on November 15<sup>th</sup>, 2015**. This paper is to be the review and plan of action for an international management enterprise in the introduction of a new service or product into a foreign nation. Please see the Appendix for specific instructions regarding this research project.

*Cases:* There will be 2 cases assigned for analysis and discussion by each group, requiring a written and oral report to be submitted/presented. Each case is worth 25 points; the work is to commence and be completed on **Sunday, Dec. 6<sup>th</sup>**.

The structure of the cases should follow this format:

I. Introduction

Define the issue/problem confronting the manager; include all pertinent facts.

II. Alternative presentation

List and describe each alternative available to the decision-maker.

Place emphasis on key facts.

III. Chose the alternative you believe would serve the manager, the managed and the firm best.

Provide justification for your choice; provide comparative justifications for why you chose one alternative over another to strengthen your argument if necessary.

*Presentation:* You will be required to present a PPT presentation on your project. This presentation is worth 25 points and is **due on Sunday, Dec. 6<sup>th</sup>**.

*Grade Components:*

Quiz	25 points
Case analyses	50 points
Project	100 points
Project presentation	<u>25 points</u>
	200 points

*Grade Scale:*

A	180-200
B	160-179
C	140-159
D	120-139
F	0-119

**Grade Dissemination**

The quiz will be reviewed individually only by request. You can access your scores for work completed at any time using Moodle; these grades will be posted as soon as possible after they have been turned in and graded. Please allow a couple of days for this process to be complete.

Please note that scores returned mid-semester are unofficial grades.

## Course Policies: Grades

*Grades of "Incomplete":* The current university policy concerning incomplete grades will be followed in this course. Incomplete grades are given only in situations where unexpected emergencies prevent a student from completing the course and the remaining work can be completed the next semester. I am the final authority on whether you qualify for an incomplete. Incomplete work must be finished by the end of the first three weeks of the subsequent semester or the "I" will automatically be recorded as an "F" on your transcript, until the course requirements have been completed; this may have an adverse effect on your financial aid and/or GPA for other purposes: please consult with the EMBA Advisor to determine what effect this might have on your academic career before thinking this might be a potential solution to your difficulties.

## Course Policies: Technology and Media

*Email:* Email is the best way to contact me; the information is listed in the contact information above. I will try my best to respond within a day or two of getting your email; if I do not, it is probably because I have missed it somehow: bear with me and resend the email. Be aware that **I will simply not answer emails that do not have a proper salutation and closing or emails with poor grammar, punctuation, etc.**

*Laptop Usage:* Feel free to use laptops at any time during class. Please only use laptops or any electronic device for classroom purposes. If I feel that you are using your electronic devices for some other purpose I will either ask you to put it away or ask you to leave until you are ready to engage in the class.

*Classroom Devices:* You may use recorders during the lectures. You may not use any electronic device during the quiz; nor you may use a dictionary. Absences will also be counted for students who use cell phones or any other non-approved electronic device in class when my assessment is that the student is not paying attention to the lecture.

## Course Policies: Student Support Services and Student Expectations

*Student Support Services:* Moodle, referenced earlier, is a great tool for you: you can check the syllabus at any time and check for grades when the results have been posted. The syllabus itself is full of useful information, so do be sure that you are familiar with this "support." Other sources of good help and information are the UNO Help Desk for computer issues (Team Phone: +1 (504) 280-4357; Team E-mail: [HelpDesk@uno.edu](mailto:HelpDesk@uno.edu)), the Library, the University Catalogue and the Learning Center.

*Veterans:* If you are a veteran of our military services or actively engaged in such service and you would feel comfortable letting me know, do let me know. The service you render your country is invaluable in so many ways and the very least I can do is to say thank you; otherwise, it is good for me to know if your orders may cause an attendance issue or if there is any way I can help you get something done on campus with regard to your veteran's status.

*Disability Access:* It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course

activities or to meet course requirements. Students with disabilities are encouraged to contact their instructors and/or the Office of Disability Services to discuss their individual needs for accommodations. Information on this issue can be found at <http://www.uno.edu/search/index.aspx?Search=Office+of+Disabled+Students>.

*Attendance Policy:* Participation is vital to the success of this course, thus attendance is important. For **every absence OR substantial tardy appearance above two course modules (of which there are a maximum of 8 per day), the final grade will be lowered by 10 points.** I urge you to use care in your use of the tardies or absences you are allowed: not only do you not want to use up your “freebies” in case you really need to be late or absent, but, since this is such a fast-paced class, missing ANY class is a really bad idea. This is NOT the kind of thing it is easy to make up on your own.

Additionally, leaving class intermittently or early is unacceptable and falls into the same category as being late or absent. **I give plenty of breaks, so please be courteous to me and other students by not wandering in and out of the class: it is very distracting.** Absences will also be counted for students who use cell phones or any other non-approved electronic device in class.

**Particularly, do NOT be late for the quiz: not only does each person have only 30 minutes, but I am also going to be finishing the lecture and/or reviewing the materials for you from 8:30 to 11:30 on Sunday morning.**

*Professionalism Policy:* Per university policy and classroom etiquette; mobile phones, iPods, *etc.* **must be silenced** during all lectures. Those not heeding this rule will be asked to leave the classroom immediately so as to not disrupt the learning environment. If you feel that you need to have your phone on during the lecture **ONLY FOR EMERGENCY PURPOSES**, please let me know ahead of time that your phone might go off: of course, sometimes emergencies happen and we need to have access to our phones, but courtesy demands that you let me know and keep such disruptions to an absolute minimum.

Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, sleeping during the lecture *etc.*, and have been warned will suffer a reduction in their final class grade and/or other penalties consistent with such disruptive behavior.

*Academic Conduct Policy:* Academic dishonesty in any form will not be tolerated; this includes, *inter alia*, cheating on tests or signing in for someone else/allowing someone to sign in for you. If you are uncertain as to what constitutes academic dishonesty, please consult the Office of Student Affairs website, at <http://www.uno.edu/studentaffairs/> and <http://www.uno.edu/studentaffairs/accountability.aspx>, for information regarding the student judicial code and other helpful information. As in all University courses, the UNO Student Judicial Code will be applied. Violations of these rules will result in accordance with the most severe penalty I can request under the Code.

As the University Policy says: “Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information.”

## Important Dates to Remember

<b>Quiz</b>	<b>8/16</b>
<b>Project</b>	<b>11/15</b>
<b>Case analyses</b>	<b>12/6</b>
<b>Project presentation</b>	<b>12/6</b>

**Religious Observances:** Students are expected to notify me in advance if they intend to miss class to observe a holy day of their religious faith.

**Tentative Schedule:** All the dates and assignments are tentative, and can be changed at the discretion of the professor.

### Schedule for Saturday, 8/15

8:00 – 8:45	Syllabus review
8:45 – 9:00	Break
9:00 – 10:00	PPT Lecture: Ch. 1: Introduction to International Business
10:00 – 10:15	Break
10:15 – 11:30	PPT Lecture: Ch. 2: Domestic and Global Environments of Business
11:30 – 12:30	Lunch
12:30 – 1:30	PPT Lecture: Ch. 3: International Business Law
1:30 – 1:45	Break
1:45 – 2:30	PPT Lecture: Ch.3, Con't.; PPT Lecture: Ch. 4: International Culture
2:30 – 2:45	Break
2:45 – 4:00	PPT Lecture: Ch. 4, Con't.
4:00 – 4:15	Break
4:15 – 5:00	PPT Lecture: Ch. 5: International Strategy
5:00 – 5:15	Break
5:15 – 6:00	PPT Lecture: Ch. 6: International Product/Service, Placement, Pricing and Promotion Strategies

### Schedule for Sunday, 8/16

8:30 – 9:30	PPT Lecture: Ch. 7: Structures for International Business
9:30 – 11:30	Potential catch-up time or test review/study
<b>11:30 – 12:00</b>	<b>Quiz</b>
12:00 – 1:00	Lunch
1:00 – 1:45	PPT Lecture: Ch. 8: International Communication
1:45 – 2:00	Break
2:00 – 2:45	PPT Lecture: Ch. 9: International Motivation
2:45 – 3:00	Break
3:00 – 4:30	PPT Lecture: Ch. 10: International Leadership
4:30 – 4:45	Break
4:45 – 6:00	Explanation of Project

### **Schedule for Saturday, 12/5**

8:30 – 9:15 PPT Lecture: Ch. 11: International Negotiation  
9:15 – 9:30 Break  
9:30 – 10:30 PPT Lecture: Ch. 12: International Human Resource Management  
10:30 – 10:45 Break  
10:45 – 11:45 PPT Lecture: Ch. 13: International Conflict Management  
11:45 – 12:45 Lunch  
12:45 – 1:45 PPT Lecture: Ch. 14: International Business Ethics  
1:45 – 2:00 Break  
2:00 – 6:00 PPT Presentation preparation/finalization/review

### **Schedule for Sunday, 12/6**

8:30 – 9:45 PPT Presentation preparation/finalization/review  
**9:45 – 11:00 Case 1: review, analysis, presentation**  
11:00 – 11:15 Break  
**11:15 – 12:30 Case 2: review, analysis, presentation**  
12:30 – 1:30 Lunch  
**1:30 – 6:00 PPT Presentations**



## APPENDIX: PROJECT INSTRUCTIONS

Style Requirements: From the moment you hand in your first draft, the paper is to be **typed, double-spaced, using Times New Roman, size 12 font**. It is **not to follow outline format but rather should be in essay style**. Paragraphs should begin with an indentation and there should be no spaces between paragraphs: **excess white space is not acceptable**.

Generally, **paragraphs should be no fewer than three sentences long**, as a paragraph represents a set of connected thoughts. Sometimes, the connection is that there is no connection, but you don't have enough information to make a three sentence long paragraph on each thought; those rather unrelated thoughts can then be grouped together in a common paragraph indicating in some way that this is what you have done.

All work submitted should be **paginated** (add page numbers: lower left, plain).

The project should have a **title page, with a title of the project, an indication of group member/authors and the date for the final draft**. If the group feels that all members contributed fairly equally, it is acceptable to have all those names in the footer, with the page number; **if the group or I feel like any member of the group did not contribute his fair share, I will require each group member to put his name on each page he was responsible for**.

This is a formal document: **you should avoid the use of first and second person (I, our, you, your, we, etc.)**. You should also pretend that you are submitting to someone you don't know and who knows nothing about you: I will be **grading on grammar and syntax** and want you to do a very professional, careful job with your writing style.

**Numbers of less than 10 should be written out as words, while numbers of 10 or greater can be represented by the number itself** rather than the word of the number.

Charts, tables, graphs, maps and pictures can all be very useful/helpful tools, not only in providing lots of good information, but also as a way to "market" your paper, to make the reader really understand (for example, how far it is to your country of choice would be great for a map) or to get excited about what you are planning to do. When you use these kinds of things, work with them to make sure that they are not too big, used too often or take up too much space. The "wrap-around" function is a great tool for these visual aids.

### **Quotations and the avoidance of plagiarism:**

- Since this is a research paper, all information that is not common knowledge and information which contains any statistic must be cited to at the point of reference and in the bibliography.
- Quotations of more than 4 lines long should be indented and single-spaced; quotations marks should not be used.
- Quotations of less than 4 lines long should be included within the text and should include quotation marks at the beginning and end of the direct quote.
- Information summarized from another source must include the source at the point of reference.
- Please let me review your work before it is due and we can eliminate any problems before they become a problem. *I would be happy to proof these papers at any time.* As this is a

RESEARCH paper, I expect **ALL information that is NOT common knowledge or that relates to ANY statistic to be clearly cited**. Failure to properly cite the correct source of information will result not only in a very bad grade, but also serious academic dishonesty consequences. If you let me help you by proofing the papers, most, if not all, of these potential problems can be avoided. If you DON'T let me help you, your grade is your problem if there is any type of plagiarism.

Use your **powerpoint slide book almost as a checklist for what you should include**. For example, in doing your SWOT analysis, look at the information in the chapter on international strategy to see if you have really thought of everything you need to. Also, in case I myself did not think of everything I needed to!!, think outside the box and use your own professional experiences to be as comprehensive in your analysis as you can be!

You are welcome and, in fact, encouraged to **seek out a company you yourself would like to know more about or work for**; you may **NOT choose a country you have lived in** as your country.

You are also welcome and encouraged to use a company about which you can find information: a **publicly held company is great because you know you can find out lots about it online**.

You may **NOT use only one source** (i.e., Wikipedia or the CIA FactBook); this is a research paper and I would expect there to be a large number of diverse sources.

**PLEASE LET ME PROOF READ THESE PAPERS AS THEY PROGRESS: I CAN MAKE YOU GET AN A ON THIS PROJECT IF YOU LET ME HELP YOU.**

See the following information for paper content, coverage and organization.

**I. Introduction to your company and country for entry: your group will write a proposal introducing a product or service into that country.** This section should be about 3 pages long.

- A. Introduction
- B. Define the product or service to be introduced; introduce the company.
- C. Provide a brief explanation for the reasons of your choice of product/service and country; this section should be heavily country-information oriented.
- D. The last portion of Section I should be a unification of Parts B and C: a **persuasive, broad argument about why your idea of a product/service combined with your choice of country is the greatest idea** since sliced bread

**II. Company information: first explain the theory (use your PPT text book to describe the theory [make sure you cite to it]: you should be checking every single slide to make sure that you include all relevant theory and, subsequently, all relevant application) and then explain how you will adapt to the host country (this section could be 40 pages long).**

**A. International Organizational Behavior Analysis**

- 1. Culture's impact on international management (Ch. 4 provides the theory foundation)
- 2. Development of Communications to Overcome Cross-Cultural Barriers (Ch. 10)

3. Appropriateness of Management Style: including Motivation and Leadership Styles (use all relevant information in Chs. 9 and 10)
5. Human Resource Management (Ch. 12)
- B. International Strategic Management Analysis (Ch. 5)**
  1. Brief review of theory concerning elements of international management
  2. Follow the 5 step process outlined to
    - a. Define who the firm is,
    - b. Evaluate opportunities and threats (Chs. 2 and 3)
    - c. Evaluation of strengths and weaknesses
    - d. Formulate global strategies, both strategic and tactical and
    - e. Develop the firm's strategy
- C. Develop product/service, placement, pricing and promotion strategies (Ch. 6)**
- D. Select a corporate structure and provide a rationale (Ch. 7)**

### **III. Conclusion**

Review of why you choose the country and product or service (final justification of choices) (this section will probably be no more than 5 pages long).

Country information that **you ONLY might want to consider** when addressing the substantive questions of how the physical, geographic, managerial, practical, financial, etc. environment will affect your operations:

- Geographical Setting: be as specific as the Internet will allow, when pertinent, to tell me how much YOUR venture will expend on some of these necessities.
  - Location
  - Climate
  - Topography
  - Minerals and resources
  - Surface transportation
    - Modes
    - Availability
    - Usage rates
    - Ports
  - Communication systems
    - Types
    - Availability
    - Usage rates
- Social institutions
  - Family and family dynamics
    - Parental roles
    - Marriage
    - Female/male roles (are they changing or static?)
  - Education
    - The role of education in society
    - Primary education (quality, levels of development, etc.)
    - Secondary education (quality, levels of development, etc.)

- Literacy rates
  - Political system
    - Political structure
    - Political parties
    - Stability of government
    - Special taxes
    - Role of local government
  - Legal system
    - Organization of the judiciary system
    - Code or common-law country
    - Participation in patents, trademarks, and other conventions
- Humans and the Universe: Philosophy and Religion
  - Belief systems
  - The church
    - Which religions are prominent?
    - Membership of each religion
    - Are there any powerful or influential cults?
  - Aesthetics
    - Visual arts (graphics, public art, colors, etc.)
    - Music
    - Folklore and relevant symbols
- Living Conditions
  - Diet and nutrition
    - Meat and vegetable consumption rates
    - Typical meals
    - Malnutrition rates
  - Housing
    - Types of housing available
    - Do most people own or rent?
  - Do most people live in one-family dwellings or with other families?
- Working conditions
  - Salaries and benefits
  - Clothing
    - National dress
    - Types of clothing worn at work
- Recreation and other leisure activities
  - Types available and in demand
  - Percentage of income spent on such activities
- Language
  - Official language(s)-including percent speaking English
  - Spoken vs. written language(s)
  - Dialects
- Population
  - Total
    - Growth rates

- Number of live births
    - Birth rates
  - Distribution of population
    - Age
    - Sex
  - Geographic areas (urban, suburban, and rural density and concentration)
  - Immigration rates and patterns
- Economic Statistics and Activity
  - Gross national product (GNP or GDP)
    - Total
    - Rate of growth (real GNP or GDP)
  - Personal income per capita
  - Average family income
  - Distribution of wealth
    - Income classes
    - Proportion of the population in each class
    - Is the distribution distorted?
  - Principal industries
    - What proportion of the GNP does each industry contribute?
    - Ratio of private to publicly-owned industries
  - Foreign investment
    - Opportunities?
    - Which industries?
  - International trade statistics
    - Major exports
    - Dollar value
    - Trends
    - Major imports
  - Trade restrictions
    - Embargoes
    - Quotas
    - Import taxes
    - Tariffs
    - Licensing
    - Custom duties
  - Extent of economic activity not included in cash income activities
    - Countertrades
    - Products generally offered for countertrading
    - Types of countertrades requested (i.e., barter, counter purchase, etc.)
    - Foreign aid received
  - Labor force
    - Size
    - Unemployment rates
  - Inflation rates
  - Developments in Science and Technology
    - Current technology available (computers, machinery, tool, etc.)

- Percentage of GNP invested in research and development
- Technological skills of the labor force and general population